

## Your Goal: Become the Better Choice

There is no perfect place for business. But there are better places, where the risks can be better managed and the chances for success can be optimized.

The quest for any economic development organization should be to foster that better place, where business operations can thrive and where capital investment and jobs will follow.

BBA advises communities on how to build a better business climate so that the likelihood for future investment can be enhanced. Helping you grow your business community is our business.

## The Barberbiz Review: A Valuable Outside Perspective

Economic developers want an incisive, affordable outside corporate viewpoint of their community, with actionable ideas for making positive changes. In response, we came up with the Barberbiz Review.

It is an action plan designed to help a community leverage its strengths and address certain weaknesses. To do this right, we do the needed on-the-ground research in your community, interviewing stakeholders.

We examine your human resources, the skill sets within your community, as well as your physical infrastructure and overall business climate. Our assessment is done from the perspective of a corporate client considering investing in your community.



**Dean Barber Bio**

Dean Barber is the president and CEO of Barber Business Advisors, LLC, a site selection/economic development consulting firm based in the Dallas Fort Worth metro area.

On the corporate side, BBA helps companies find optimal locations for future operations throughout North America when they are ready to expand or consolidate.

Dean also advises economic development organizations on how to better compete for future capital investment. Prior to starting his consulting practice, Dean was the vice president at the Northeast Indiana Regional Partnership and director of international development at the Economic Development Partnership of Alabama.

Before his career in economic development, Dean was the business editor of The

Birmingham News in Birmingham, Ala., and a reporter for The Columbus Ledger-Enquirer in Columbus, Ga.

The journalist still lives in Dean, as he continues to write on issues relating to economic development and corporate site selection.

Dean is a graduate of the University of Wisconsin, with a bachelor's degree in journalism. He enjoys outdoor recreation – hunting, fishing and camping - and playing “old-time music” on guitar and banjo.

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## BR&E: The Benefits of Growing Your Own

Establishing and leveraging relationships are foundational to establishing an effective program for business retention and expansion (BR&E). Bringing value and solving problems for existing industry is paramount to local economic development organization's fostering a better business climate and attracting jobs and investment.

The goal is to develop a deeper understanding of your business community through systematic intelligence gathering so as to better serve the needs of both the community and the companies doing business there.

We will teach you basic gumshoe reporting techniques that will help get you in the door with employers in your community and collect vital information. We will guide you in selecting the right customer relationship management (CRM) software to keep track and interpret the information that you are receiving.

We will also show you how your BR&E program can serve as a springboard for recruiting new industrial prospects to your community.

## Certified Sites: Reducing Risk Wins

Risk is inherent in the site selection process. Companies choose locations where risks are lessened and the chances for success are optimized.

By providing a certified site, a community reduces risk for a company, because documentation on a site has been completed, packaged and offered for review. In short, a certified site can expedite the site selection process and permit a company to begin construction on a fast-track basis

Barber Business Advisors can guide a community through a thorough certification process which will prove and document that a site is ready to go. BBA will provide a community with an extensive checklist of preparedness measures and requirements to attain third-party certification. Our process will show that the site is available, fully served and developable.

## Relationship Marketing at Trade Shows

Business development should never be a passive enterprise. Too often, economic development organizations take out a booth at a trade show and sit, hoping somehow to snare a prospect. At BBA, we take it to the next level.

We make appointments for you with corporate decision makers at trade shows and industry conferences.

Relationship marketing is founded on the principle that you meet the right people and grow a business relationship with them. We can help make that happen.



## Dean Speaks (and Some Even Listen)

Topics include trends in site selection, business retention and expansion, manufacturing, workforce development, energy, big data, logistics and transportation, regionalism and our ever-evolving global economy.

Dean has developed entertaining and yet insightful presentations that will always be tailored to your community and the audience. No one will fall asleep.

A former daily newspaper business editor, Dean also writes a Sunday blog and frequently for publications, including Site Selection magazine, Business Facilities, Industry Week, and Area Development. See Barberbiz Blog, Barberbiz Press and Barberbiz Presents at [www.barberadvisors.com](http://www.barberadvisors.com)

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**Leveraging Strengths  
Addressing Weaknesses  
Recognizing Opportunities**

***We'll take you there***

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